

REGISTERED TRADE MARK

A REMARKABLE DISCOVERY REDUCES COST OF PAINTING

75%



from the Start

A.L.RICE
THE MONEY SAVING PAINT MAN
ADAMS, N.Y.





REDUCES COST OF PAINTING 75 PER CENT.

POWDRPAINT is a new and important discovery in paint making that means millions of dollars saved to the property owners of this And, like everything else that upsets old-time notions or reduces the cost of production, people want to know all about it.

These pages tell what Powdrpaint is, what it does, why it is the best and cheapest paint made and why it is spreading over the country like a great reform wave. It is not only saving buildings from weather decay, orchards from the ravages of worms, poultry from the killing effect of lice, and dairies from the ruinous infection of disease germs, but it is saving the time, the money and patience of all who use it.

What Powdrpaint is.



over a gallon of mixed paint, cover-ing over 300 square feet of surface.

Powdrpaint is composed of the most durable paint pigments, combined with certain cementing and waterproofing compounds, by a special, patented process, and sold in the form of a dry powder.

The ingredients, instead of being held in combination by oil. are united with certain adhesive substances, even stronger than oil, and when mixed with cold water to the consistency of

cream, a chemical reaction takes place, resulting in a perfectly blended, smooth, fine-spreading paint mixture, possessing all the adhesive and covering properties of oil paint—at but a fraction of the cost.

It adheres with great tenacity to wood, brick, stone, cement or plastered walls, and may be used over old oil paint that is hard and firm. In other words, it is a strictly high-grade paint and is intended for outside or inside use, where durability, economy and great fire-resisting qualities are desired. Furthermore, one coat will cover about as well as two coats of almost any oil paint you can use.

The Cement Principle Applied to Paint.

You know that Portland Cement, when mixed with water, sets and becomes hard and water-proof. Powdrpaint acts in a similar manner. It does not contain cement, yet in it we have the cement principle applied to paint, and in addition to being waterproof, it is adhesive as well.

Nor docs it depend upon animal glue as a binder, but when applied it oxidizes in about two hours, forming a hard enamel, weather proof, fireproof, sunproof and remarkably durable paint, which wears for years on exterior surfaces, while for in-



Powdrpaint received the highest award of merit at the Pan American Exposition, after a thorough trial on model dairy barn.

side use it will last practically for all time. It can be repainted years hence with Powdrpaint or oil paint, as desired. It is better than cheap oil paint for almost any purpose while for many special uses it is even better than the best oil paint.

Suited to Every Climate.

And when you eonsider that this wonderful

paint withstands rain, sun, frost or any variations of temperature or climate, you have the solid satisfaction of feeling doubly protected.

No hot blast from the sun;

No hot blast from the sun; no blistering wind from the plains; no moist heat of the South, nor intense cold of the North disturbs the resisting properties of Powdrpaint.

It is a fine insulator in hot climates or on buildings exposed to the sun's rays, acting as a retardent of heat and protecting the interior against abnormal temperature.



Use It Any Time of Year.

As Powdrpaint sets quickly and is dry in an hour or so, you can apply it any time of the year. In the tightest kind of winter weather you can select a warm day to put on Powdrpaint when it won't freeze for a couple of hour's after it is applied. Property owners can thus do their painting at a time of year when they have the least work.

Its Remarkable Durability.

Powdrpaint has been used in every State in the Union as well as in nearly every civilized country on the globe for more then 10 years and in all climates has proven a remarkably durable and lasting paint. As a result, the larger share of our business is now coming in second orders from thousands of satisfied customers the world over who testify that it wears from 5 to 8 years and in many cases looks better than oil paint at the end of that time.

Surely a paint that has all these substantial qualities, at a saving of 75 per cent., ought to make every property owner sit up and take notice.

Powdrpaint is Fireproof.

Furthermore fire will not readily penetrate a wall or ceiling protected by the solid, resisting nature of the cement principle of Powdrpaint. For this reason it is invaluable for painting the outside as well as the inside of factory buildings, stables, barns, warehouses, etc. It affords almost absolute protection against fire from the burning of an adjoining building or straw pile and on the inside from a carelessly thrown match, overturned lantern, defective electric light wire or similar cause. Many insurance companies make a reduction in rates on barns, factories and storehouses where Powdrpaint is used.

Death to Vermin.

Professional bugkillers can go out of business. A building that has become infested with vermin can become as clean as a home presided over by the most particular of housewives. Powdrpaint not only destroys the larvæ of insect life, but in filling up all the breeding places such as cracks,

crevices, nail holes, ctc., it saves many times its cost in the added comfort and health of the horses, cows, poultry and other live stock, as well as those who have charge of them.

Destroys Disease Germs.

Physicians have tested it and found that it absolutely destroys the germs of diphtheria, tuberculosis and other contagious diseases, and on this account it has been largely specified for use in schools, hospitals, sanitariums, hotels, theatres, halls and other public buildings, for decorating plastered walls and ceilings, as well as for outside and inside use around the home.



The Hotel Alamo, Colorado Springs. One of the leading hotels (of hrick) in the West, a large part of which is painted with Powdrpaint.

Much Easier to Mix and Apply.

Powdrpaint is much easier to mix and apply than oil paint. You simply and gradually stir in enough water to bring the powder to the consistency of cream and the paint is ready for use. All the difficult part of combining is done by myself in the process of manufacture, and that is why the user has nothing more to do than to moisten and stir up the powder just as he would a pail of bran.

And no painting experience is required to apply it. You mix up in two minutes whatever is needed for an hour's or a day's work and spread it on without waste. It covers perfectly and presents a subdued, velvet finish that is very pleasing, and, best of all, it has wonderful wearing qualities.

THE USES OF POWDRPAINT.

Powdrpaint will give the finest possible results for almost any outside or inside use.

But it is too valuable a discovery and has too

many uses where it is even better than the best oil paint, to have any misunderstanding as to its being an all purpose paint. I will, therefore, point out the places where oil paint will give better results, as well as to fully explain the many special uses and advantages of Powdrpaint.

I gladly send a free sample of Powdrpaint to anyone on request, because I know a careful trial will convince you of



50 lbs. will make over 10 gallons paint, covering over 3,000 square ft. on smooth lumber.

the great worth of this re-

markable paint better than any word of mine

could possibly do.

Where a more thorough trial is wanted, I will send a large size sample, sufficient to cover 25 square feet, on receipt of 15 cents to cover postage and packing.

For Old Weatherbeaten Buildings.

There are thousands of old weatherbeaten houses, barns, sheds, hog-pens, hen-houses, etc., throughout the country that never saw a drop of paint, and it is for this class of buildings that Powdrpaint is especially adapted.

Such weatherbeaten surfaces are rough, sunchecked and very porous and are allowed to go unpainted, an eyesore to owner and neighbor alike, because the extra large quantity of oil paint required to cover makes its use too ex-

pensive to be practical.

But not so with Powdrpaint; it has so much body that one coat will fill the cracks and crevices, even and smooth up the surfaces more perfectly than two coats of oil paint. This means that you can keep every part of your property up to the high water mark of prosperity at a cost too small to remember.

Moreover, nothing suggests thrift and prosperity so much as well painted buildings, and no matter how well a house may be kept up and painted it looks cheapened if surrounded by old, weatherbeaten barns and sheds. But any building not too old to stand is not too old to brighten up with Powdrpaint. In no other way can a very few dollars be invested that will more improve the appearance of your buildings, beautify your surroundings and actually increase the value of your property.

Of Special Value to Farmers.

Aside from its low cost, Powdrpaint endears itself to the farmer because the work of mixing and applying can be done by self and hired man at odd times without paying out a cent for extra help. And there are so many places where Powdrpaint will be of the greatest possible worth that it will pay every farmer handsomely to look about and study its uses carefully.

In no other way can a few dollars be invested so profitably as in applying this remarkable, weatherproof, fireproof and sanitary paint. The cost is only a trifle, but you will improve the appearance of your property many fold and actually add hundreds of dollars to its intrin-

sic value.

Use it Outside and Inside the Barn.

Powdrpaint, therefore, becomes at once the friend of man and beast. The horse and cow stable, box stalls, stanchions, posts, and hog-

house, carriageroom, toolhouse, workroom, all should be painted outside as well as inside with Powdrpaint.

It will not only make your buildings lighter, cleaner and more sanitary, but rids them of flies, spiders and other insect life that so worries the animal and lowers its health or its



Even a small cow stable can be made to look as clean as this metropolitan stable, painted with Powdrpaint.

market value. And the fact that many a disastrous fire has been nipped in the bud by a wall coated with Powdrpaint, puts this wonderful paint among the vital necessities of farming.

The cost is only a trifle but you have added a thousand dollars to the looks and value of your property.

Of Special Value to Dairymen.

Demands for pure milk and pure food supplied under absolute sanitary conditions are becoming more and more drastic. The Boards of Health in many cities have recognized the great value of Powdrpaint as a sanitary, germproof paint, and require that cow stables and dairies, where milk is handled, shall be painted with it. This works no hardship, as the cost is only a trifle while the results are tenfold in profit to the dairyman.

It is many times more effective, will wear many times longer and is, therefore, many times eheaper than whitewash or kalsomine. Its use cannot be too strongly recommended to dairymen, whether they have but a few cows or a

large and valuable herd.

For Poultry Houses.

Powdrpaint is ideal for outside and inside use on all such buildings. It solves the problem of death-dealing lice and other insects which ruin the health of poultry and destroy their laying capacity.

Where the walls, ceilings, partitions, roosts and nest boxes are painted with Powdrpaint, it not only destroys all vermin but fills the eracks and creviees so completely that there is not so much as a pin help of far breading.

much as a pin hole left for breeding.



These three buildings, each 12 x 40 x 10 feet high, painted inside and out with White Powdrpaint. 100 lbs, only required. Could anyone ask for anything less expensive?

People who keep but a few hens are just as much in need of Powdrpaint. And no better proof ean be given as to its great practical

worth than that hundreds of the largest poultry breeders in the country are using immense quantities of it.

For Painting Houses.

For residences, in city and country, it is entirely a matter of preference whether you use oil paint or Powdrpaint. The velvet like finish of Powdrpaint is very pleasing and it has been used on thousands of houses with very satisfactory results. In cases where a paint of this kind is adapted and the owner is not particular to have a glossy finish, Powdrpaint is the legitimate, practical, economical, durable and sanitary product.

But, personally, I do not recommend Powdrpaint for the better class of houses where a glossy finish is more desirable. In all such cases it is better to determine whether the finish and effect is satisfactory by carefully testing the free sample. A large size sample, sufficient to cover 25 square feet, will be sent on receipt of 15 cents

to cover postage and packing.

Over Old Oil Paint.

Powdrpaint can be used over old oil paint that has been on long enough for the gloss to wear off, yet has not become soft or scaly from

long exposure. The surface should be carefully gone over and all loose particles and scaly paint scraped and brushed off, the same as when repainting with oil paint. When given a solid foundation Powdrpaint will adhere firmly and give splendid results.

When old oil paint has become **soft** and **chalky**, it needs oil to renew it, and in such cases it would be better to repaint with some good brand of pure linseed oil paint. However, the



sample of Powdrpaint can be carefully tested in all such cases to determine whether **this splendid money-saving paint** can be used to advantage.

For Inside Use.

The well-known verminproof, germproof and fireproof qualities of Powdrpaint make it especially valuable for inside use. Applied to casings, doors, partitions, walls or ceilings, whether in the home, office, store or factory, it gives a subdued, velvet finish that is very pleasing. Its use cannot be too strongly recommended in all cases where a high-grade sanitary paint is required.

When used over oil paint that has not lost its gloss, the surface should be carefully gone over with sandpaper and the gloss removed. Then the Powdrpaint will adhere firmly.

In the pantry and storerooms, where milk and other edibles are kept, one coat of Powdrpaint rids the place of ants, spiders and other insects and insures cleanliness and pure food.

In the clothes closets, halls, dark rooms and corners, up in the attic, in the woodshed and outdoor closets, one coat of White Powdrpaint makes the rooms lighter, cleaner and more sanitary, besides it takes away all musty odors and rids the place of moths, flies, spiders and other insects.

For plastered walls and ceilings, the beautiful velvet finish of Powdrpaint is so restful and pleasing as to make it preferable to glossy oil paint, to say nothing of the saving of 75 per cent. in cost. Besides it makes a permanent, hard wall finish which will not soften or deteriorate with age, like kalsomine, and can be repainted, papered or otherwise decorated years hence without the necessity of removing any old paint or even sizing the walls. Powdrpaint is, therefore, many times better and, durability considered, is many times cheaper than any other wall coating that can be used.

If the walls have been whitewashed or kalsomined this must be scraped off before Powdrpaint is applied.

Powdrpaint will give splendid results over wall paper if the paper is firm and solid. For loose spots the wall should be sized or scraped and the paper firmly pasted down and allowed to dry before the Powdrpaint is applied. Where walls are coated with Powdrpaint the rooms are

made lighter and cleaner and the fact that all bacteria, disease germs and other enemies to health are destroyed makes Powdrpaint an absolute necessity in every household.

For Painting Floors.

There is nothing equal to a coat of Powdrpaint for smoothing up a rough floor before laying carpets. It kills the moths, carpet bugs and other insects, and fills the cracks and crevices so completely there is no place left for breeding. It may also be used for a border around rugs, closet floors, etc. For kitchen and porch floors oil paint should be used.

For Cellars and Basement.

From the standpoint of health, Powdrpaint is almost a necessity for cellars and basements. The walls, ceilings, bins, posts, partitions and shelves all sprinkled with absolute cleanliness. All odors, mustiness, dust, cobwebs and all other enemies to food and health are swallowed up. The effect of licking up gases and dampness is accomplished; disease germs, microbes and bacteria are forever banished, and flies, spiders, bugs, and other insects are deprived of their breeding haunts by this incomparable cleanser and self-appointed sanitary officer—Powdrpaint.

Besides, the antiseptic, germproof properties are tenfold greater. The basement is made much lighter and the general appearance is such a pleasing transformation as to make it an incentive to forever keep that cellar as fresh, as pure, as clean and as wholesome as could be desired by the most enthusiastic sanitary expert. And it

can be kept so at a trifling cost.

in Factory and Workshop.

Factory owners all recognize the value of cleanliness and light. But only those who have observed the wonderful transformation produced fully realize what can be accomplished with White Powdrpaint; much whiter than the whitest oil paint you ever saw. And at only one-fourth the cost.

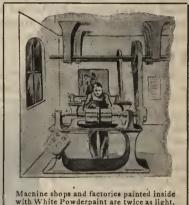
Walls and ceilings are so brightened that the lighting cost is cut down, while the length of time employes can work by natural light is lengthened. It saves its cost many times over from

this one source alone. Besides, it saves in eyesight, in better output, and for sanitary reasons is necessary where many people are employed.

Atmospheric gases and acids around paper and pulp mills, digester rooms and other places have no effect on Powdrpaint; yet lead and oil paints cannot be used under such conditions.

It is many times better than whitewash or kalsomine and far cheaper, durability con-

sidered. It is far superior to oil paint for inside use and on most surfaces equally as good for outside, yet it is 75 per cent. cheaper, factory owners all over the country showing substantial appreciation for its remarkable merits by using



with White Powderpaint are twice as light.

many tons of it every year.

On Brick, Stone or Cement,

Old brick walls or chimneys that have long since taken on the pallor of age can be made to look like new pressed brick with a coat of No. 42, Rich Red, Powdrpaint. Where buff or Milwaukee color is required use color No. 41. If the mortar is out of the seams point with cement before using Powdrpaint. As a dressing on any brick, stone or cement work it will defy the storm king for years.

Stone walls that have become dingy can be greatly improved in looks by a coat of No. 45

Powdrpaint, penciled with white.

Cement Block Buildings.

For coment blocks, concrete walls or stucco, outside or inside Powdrpaint fills the pores, prevents absorption of moisture and is the most durable paint there is: It can be applied to a new wall and the lime in the cement will not bleach the colors. No 45 (gray stone) for body with No. 57

(red sandstone) for corner blocks, sills and window caps produces a beautiful effect.

For Summer Cottages.

For cottages at river, lake or ocean resorts Powdrpaint is ideal for outside and inside use. The subdued, velvet finish is so beautiful and restful as to make it by all odds the best, to say nothing of the saving of 75 per cent. in cost. Besides, its verminproof, germproof and fireproof properties make its use a necessity where the building is to be left unoccupied and at the mercy of the elements a part of the year.

In the Orchard.

Whether you have but a few choice fruit trees or a large and valuable orchard you can pro-

tect them all quickly, cheaply, permanently, against the inroads of caterpillars and other creeping pests by coating the trunks with Powdrpaint.

It is infinitely more effective than white-wash, doesn't rub or wash off, and once applied you are protected thoroughly. The same is true of all trees, and Powdrpaint has been extensively used by nurserymen, park superintendents



Powdrpaint affords the best protection for fruit and other trees.

and owners of country estates where the saving of fine old stately shade trees is a matter of great importance and often of historic and traditional interest.

Can be Used in Spraying Machines.

Powdrpaint can be used in any suitable spraying machine if the paint is mixed a trifle thinner than for brush work. Strain through an ordinary meal sieve into a clean tub or bucket.

Fences Along Highways.

The cheapness, durability and facility of handling makes Powdrpaint the ideal coating for fences of whatsoever description. Being constantly exposed to the weather makes no difference to the wearing and resisting power.

A good fence painted with Powdrpaint will survive for years after others have long since ceased to bear the flightest resemblance to their original make-up.

As a Priming Coat.

Besides, as a priming coat, Powdrpaint makes the best and most substantial base for oil paint. It is an excellent filler, forming a hard, smooth surface, so that one coat of oil paint over one coat of Powdrpaint will make as good a job as three coats of oil paint alone. It is the best possible filler on old, weatherbeaten lumber, and a cheap, safe base for a coat of oil paint in cases where such paint can be profitably used.

A Thousand Minor Uses.

It should be borne in mind that Powdrpaint is available wherever any kind of paint can be used. I sell to hundreds of undertakers, who paint their outside boxes with it; to numerous office buildings, on walls and ceilings; to hundreds of property owners, to lighten up skylights and areaways.

In fact, there is hardly a person owning a farm, a city residence, a livery stable, store, factory, warehouse or piece of property of any kind but will find in Powdrpaint a material so thoroughly satisfactory, so completely expedient and so conducive to good health, sanitation and preservation of property as to bring on a veritable new era, a regular cleaning-up crusade—and all at a cost so small, so trifling and so welcome as to carry out in letter and spirit the principle and theory so much talked about under the name of Civic Pride.

Where Powdrpaint Should Not be Used.

Powdrpaint cannot be used successfully on tarred paper, felt roofing, or over any surface containing grease or non-drying oils, as the grease repels the adhesive properties of Powdrpaint. Neither can it get a firm hold on sheetiron, tin, steel or other metal, and is not recommended for shingle roofs, although it will give splendid service on the sides of buildings where shingles are used. But as a means of fire protec-

tion many property owners paint their shingleroofed buildings standing near a railroad track with Powdrpaint.

How Much Powdrpaint to Order.

It is a very simple matter to figure out how

much Powdrpaint is required for any job.

Measure the entire distance around the building and multiply by the average height. Allow enough extra for projection of cornice. This will give you the number of square feet surface to be covered.

As one pound of Powdrpaint covers 60 square feet of surface on smooth lumber, or 50 square feet on rough or weatherbeaten surfaces, you divide the number of square feet in your building by 50 or 60, according to the condition of surface to be covered, which gives you the number of pounds of Powdrpaint. Remember, in making up your order, that Powdrpaint can be kept any length of time, and it has so many practical uses where it is even better than oil paint that you can always make good use of any amount left over.

For Trimming.

Ordinarily, for house painting, one-fourth of the Powdrpaint ordered should be trimming color. If 100 pounds in all are required, 75 pounds should be for body and 25 pounds for trimming. If corniee is heavy and there is much faney work the amount for trimming should be increased. For barns usually one-fifth should be trimming color.

For Gables.

Where there are several windows the space they occupy will make up for gables. On barns and other buildings having few windows the gables should be figured in. To get the number of square feet on each gable multiply the width at eaves by one-half height of gable in center, and add this amount to body measurements.

My Terms.

My terms are cash with order. My prices are too low to permit of my doing business except on a cash basis. If I sold my paints on credit I could not save you 75 per cent. of your paint money, because I would be certain to lose a large amount by bad debts, no matter how careful I

might be in giving credit. I would, therefore, have to charge more to make up for this loss.

You certainly don't want to help pay for some other man's paint. That is just what you do when you buy of anyone who sells on credit.

C. O. D. Shipments.

On any order for 100 pounds or more of Powdrpaint, where it is not convenient to send all the money in advance, I will ship the paint if one-third the cost is sent with order, allowing you to pay the balance when the shipment reaches your railroad station.

Directions for Mixing Powdrpaint.

In preparing Powdrpaint for use place a quantity in a pail, add water, and stir until it is all taken up by the powder; continue adding a little water and stirring until a thick paste is formed; then stir briskly until all lumps are worked out and the paint is smooth; then thin carefully to the consistency of thick cream; let it stand 20 or 30 minutes and it is ready for use.

In case too much water is used at first and the paint is too thin and foamy, add more powder and stir briskly until it is like thick paste; then work out smooth as above directed.

Neither should it be mixed so thick as to work sticky. When just right it will work smooth and oily, yet have body enough to cover perfectly with one coat.

Apply evenly and brush well into all cracks and pores in the wood, puttying nail holes and cracks with Powdrpaint wet to a dough.

When applied to bricks or plastered walls, better results are obtained if you first wet the surface with brush and water and apply the Powdrpaint while the wall is moist. Otherwise the wall will absorb moisture from the paint so rapidly as to make it spread hard.

The paint should be mixed with clear water free from dirt. Never use icc cold water. In cold weather the water should be lukewarm.

I Guarantee Safe Delivery.

No pains or expense are spared in packing my paints for shipment, and I guarantee safe delivery in every instance.

Allow Ample Time.

All orders are filled promptly, yet to avoid possible railroad delays you should order as long in advance of your needs as possible. Then you avoid all questions of delay when you are ready to use the paint.

How to Send Your Order.

Follow instructions for finding out how much Powdrpaint is required, and state plainly in your order the number of pounds of Powdrpaint, giving number of color wanted, as, for example:

75 lbs. Powdrpaint, Color No. 25 lbs. Powdrpaint, Color No. ...

Give name of railroad as well as the name of your railroad station and post-office. If your order is to be shipped by express give name of express company.

If a painter is to do your work give his name and address. Also give condition of surface to be painted, so I can advise you fully.

Remit money in any way that is most con-



A barrel will make over 80 gallons of paint, covering upwards of 24,000 square feet.

venient. Post-Office or Express Money Order, Bank Draft or Registered Letter are the safest. Remember that safe delivery is guaranteed.

Remember that Powdrpaint is so easy to mix and apply and my directions are so complete and plain that you cannot fail to get perfect results. Besides, Powdrpaint will save you such a large amount in cost that I hope you will not be induced to use any other kind of paint until you have thoroughly and properly tested Powdrpaint.

Manufactured by

A. L. RICE,

The Money-Saving Paintman,

ADAMS, NEW YORK.

PRICE LIST

Powdrpaint Costs Ready to Apply Less Than 60 Cents per Gallon

Price 12 cents per pound. In white and all colors for inside and outside use. Put up as follows:

- 5 Pounds Cartons 60 ets.

 Making over one gallon of mixed paint, covering over 300 square feet of smooth surface, or 250 feet on rough lumber, brick or stone.
- 50 Pound Kegs \$6.00 Making over 10 gallons of ready-to-use paint, covering over 3000 square feet of surface.
- 100 Pound Kegs \$12.00 Making over 20 gallons of ready-to-use paint, covering over 6000 square feet of surface.
- 400 Pound Barrels (11c. per lb.) \$44.00 Making over 80 gallons of ready-to-use paint, covering over 24000 square feet of surface.

Saves 75 Per Cent. in Cost

Powdrpaint is far easier to mix and apply and one coat will cover as well as two coats of oil paint, so there is a very large saving in labor as well as cost of material. And the total saving as between Powdrpaint and even a cheap oil paint is really more than 75 per cent.

POWDRPAINT BRUSHES—Four-inch flat body brushes 50c, each. 2½-inch trimming brushes 25c.

SAVING TIME AND FREIGHT CHARGES

I carry Powdrpaint in 25 lb. boxes, 50 and 100 lb. kegs and 400 lb. barrels at warehouses in New York and Chicago, and a large saving in freight charges as well as in time can be made to all Southern and Western points if not less than 25 pounds of any one color is ordered. Shipments containing 5 lb. packages will go from Adams, N. Y.

When buying paint of any kind it is always policy to order a little more than the estimate calls for to make sure that you have enough. Powdrpaint can be kept any length of time, and it has so many practical uses where it is even better than oil paint that you can always make good use of any amount left over.

A. L. RICE, Mfr., ADAMS, N. Y.

